

**harrist**technology  
Let's talk technology

# Annual General Meeting

19 October 2021



## Chairman's Overview

- Successful business pivot following 3-year business transformation;
- An established presence on all major Australian marketplaces, including the Number One ranking on Amazon AU;
- 206% sales growth in FY21 to \$41.8 million;
- 50% growth in normalised operating profit;
- A foundation set for growth with a balance sheet strengthened by an \$11.5m increase in equity;
- Investment into inventory to support growth by increasing market share.

FY21 Sales Growth

**\$41.8m**

206% growth vs pcg

NPAT

**\$1.75m**

73% growth vs pcg



# Harris Technology Strengths

- Trusted online reseller with exceptional 5 gold star review ratings;
- 30+ years of brand recognition with a global network of established vendor and distributor partnerships;
- A nimble organisation structure that leverages 3rd party marketing expenditure;
- Perfectly positioned to capitalise on exponential growth in the online shopping market.

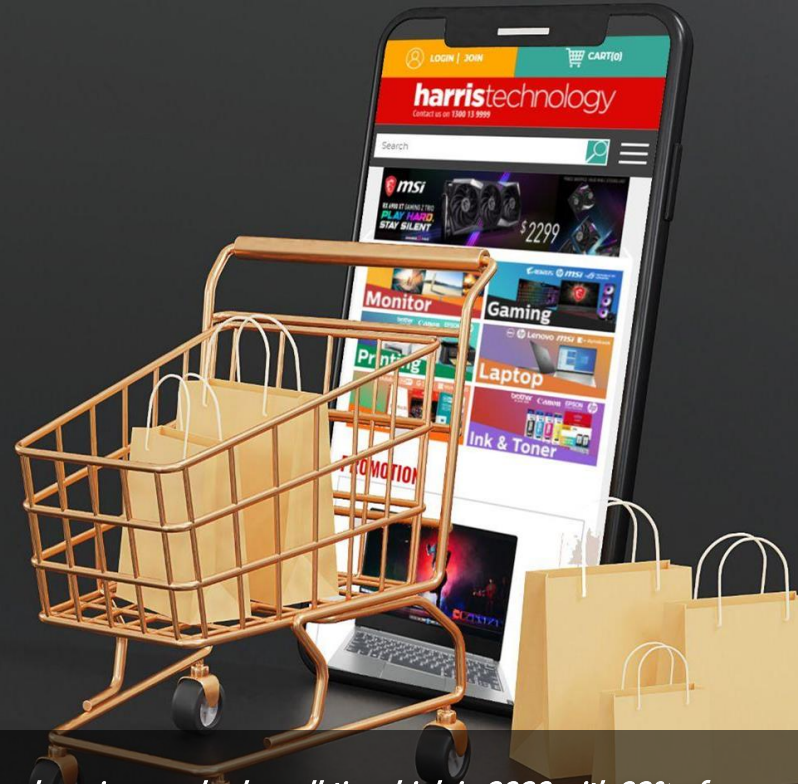


Harris Technology

Harris Technology storefront



100% positive in the last 12 months (4272 ratings)



*Online shopping reached an all-time high in 2020 with 82% of Australian households shopping online<sup>1</sup>. An average of 1 million additional households shopped online every month compared to 2019 – reaching \$50.46 billion total spend at the online checkout.*

1. Australia Post - Inside Australian Online Shopping - eCommerce Industry Report 2021

## Building on Momentum

- A focus on product selection and diversifying the margin mix;
- Expand product lines on Amazon, bundling to be integrated before Prime Day;
- Strong sales expected around Black Friday and Christmas season for online shopping.





# Scaling Operations

- Expand into additional and adjacent categories;
- Upgrade our own eCommerce HT.com.au website and increase sales via automation and ERP for speed and efficiency;
- Planned consolidation of warehouse facilities into one large complex that can facilitate larger inventory and lower operating costs;
- Replicate the Amazon strategy into other marketplaces, including eBay.



# Q&A



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